

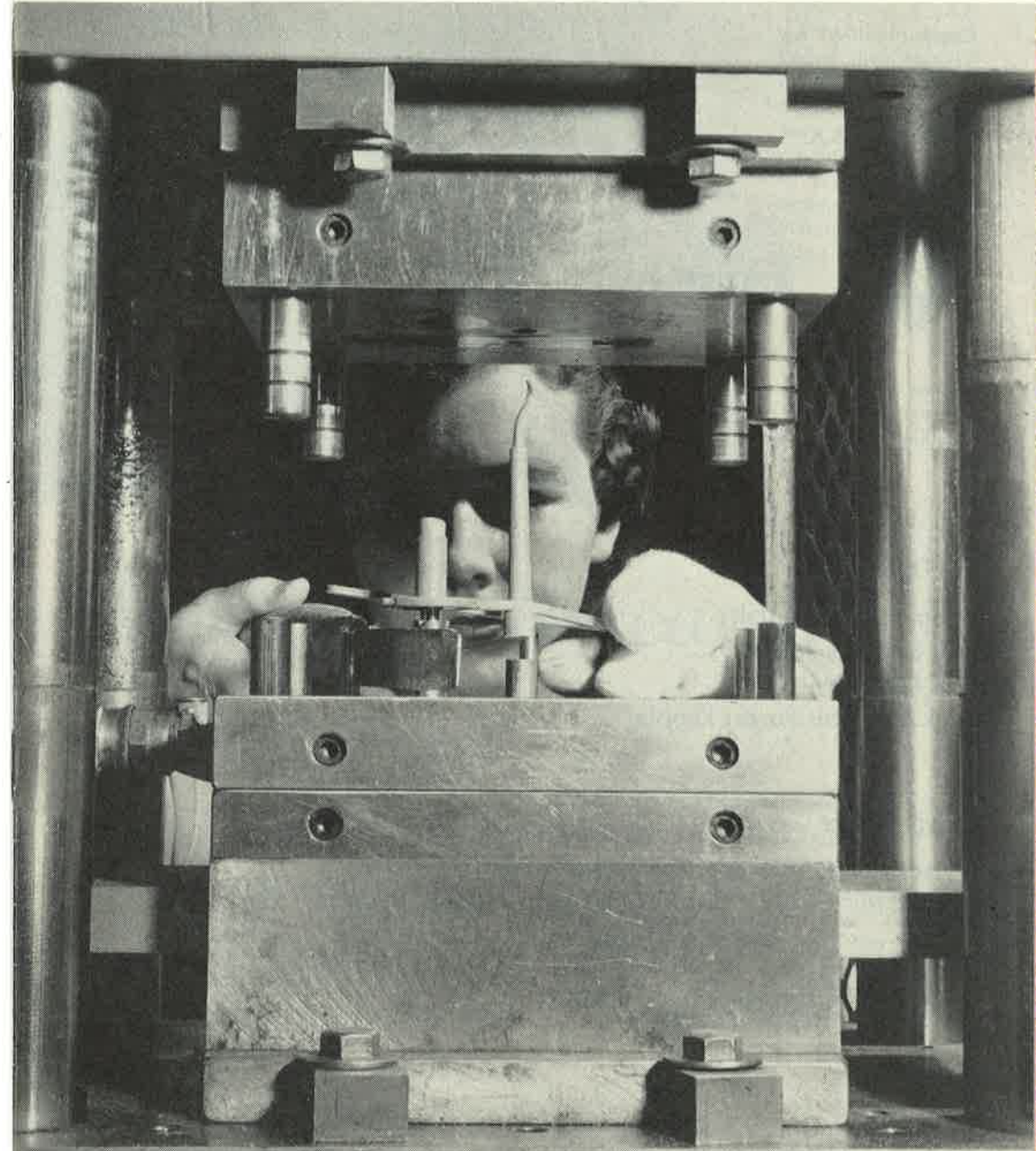
Legal Dept

MARCH, 1957

19 MAR 1957

Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES



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Shoptalker

VOL. XIII NO. 2

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COVER STORY

Joann Lien is employed in the Plastics laboratory at Parker Pen. At times, she operates an injection molding press turning out test strips. Other times, her work becomes more technical.

Across the page begins an article on the work of Women in Research.

Ten Years Ago...

Parker Pen ran a series of adventure type advertisements in various scholastic magazines. The stories for the ads came from readers. Here are two of the tales—unusable as you will see—which were received. They are printed without editing.

A Gold Mine

My cousin Bob and his buddy, Joe, were walking along on top of an undiscovered gold mine in Puru. To their surprise they found a Parker "51". Beings that Bob sighted it first he kept it. The next day my cousin sent a letter telling of his exciting experience. When he came home he gave the pen to me. I showed it to my father who took it to work to show the men in his office and that's the last I saw of it.

How lucky I am to have a cousin like that!

Saved By A Parker "51"

A friend own a horse farm. He had a Parker "51" in his coat. On some hay he left it. His name engraved on it. Hunted but could not find. Later sold many of his horses. Gave hay with horses.

Three years later a horse he loved got shot. He wrote letter and ask if they would send horse back stuffed. It was in Army.

Horse came back with Parker "51" tied round neck. Had the farmer's name engraved on pen. A bullet was lodged in pen cap. A letter explain. "Found bullet in pen. Pen caught bullet and saved horse's life. The bullet that killed the horse was another one in his head."

Saved by a Parker "51".

FORTY YEARS AGO David Mohns, Model Shop, came to work for Parker Pen and John Masterson, Metals, joined the company 35 years ago this month. Just 25 years ago Alvin J. McCaffrey of the New York office joined Parker.



Operating a gadget which determines the viscosity of molten plastics at the temperatures they will be molded into pen parts is a tricky assignment. Eileen Vanderbloemen handles it well.

Women in Research

FRED Wittnebert likes girls. More specifically, Parker Pen's director of laboratories for the Product Planning Division likes the 20 or more female laboratory assistants who work under his supervision.

(Continued on next page)



(Continued from page 3)

"These young ladies are tremendously important to the division and to the company," he said, "because they perform the time-consuming detail work, thus freeing our professional people for the creative planning and researching."

Visitors invariably find the girls expertly operating such technical gadgets as metalographs, oscillographs, temperature and pressure recorders, comparators, viscosity recorders and numerous special unnamed devices peculiar to writing instrument research. But the toughest assignment that can be given to a lab gal is fountain pen analytical and diagnostic work. "Determining

Time. Mark! Parker LL refills are tested for writing qualities under varying pressures. Darlene Clough is the technician.



what is wrong with a particular pen is a tough job for anybody," said Wittnebert. "We have a couple of gals who amaze me with their capabilities in diagnosis."

There are three levels or grades for women working in Parker laboratories. Wittnebert classifies them as Junior Research Assistants, Research Assistants, and Senior Research Assistants.

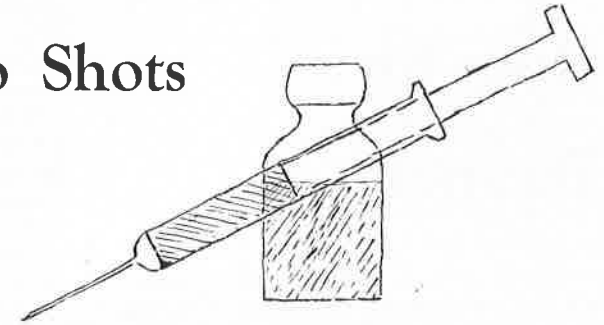
The classifications stem more or less from this analysis: Juniors understand how to do what they are assigned. A Research Assistant understands the how of her assignment and also what can be expected to result. A Senior Assistant understands how and what and in addition will have a relatively high understanding of why the results are what they are.

Research laboratory women are selected because of their technical aptitude and experience. Some, like Gretchen Albert and Judy Treibold, have been school teachers. Others, Catherine Pierson and Virginia Gilbertson, have nursing experience. On an average, they have at least two years of college.

Consultants visiting the Product Planning Division, said Wittnebert, "are often amazed at the capabilities of the young girls we have in our labs. This probably stems from a policy we have," he said. "We make it a matter of routine to assume that nothing is too complicated to teach to a lab girl. Sometimes," he concluded, "they will fail to grasp it, but more often than not they will do better than we had expected."

Parker Employes Lineup

For Salk Polio Shots



Two years ago, people clamored for it. Then for a period, millions of doses remained unused. Now it is in demand again. This is the story of a vaccine which will probably prove to be one of the greatest medical discoveries of the century.

Recently, more than 800 Parker employes decided to help break apathy as they lined up, bared their arms and received the first of three Salk polio shots.

Dr. Jonas Salk, discoverer of the serum which bears his name, has reported that fewer than half of the 108 million Americans in the 39 and under group have been vaccinated. This group, according to statistics, has the highest incidence of polio and the severest degree of paralysis. Today, physicians recommend vaccination for all persons under 50 years of age.

These facts are being blared across the country by all media of communication, yet adults may take their children for inoculation but balk at receiving the shots themselves.

In Janesville, it's different. The program here is endorsed by city and state health officials, and union and company heads. The three shots are being offered to Parker employes for \$1 apiece. The second shot will be given in approximately four weeks; the third, probably next January.

Physicians from Janesville's Mercy Hospital staff are providing their endorsement

and cooperation by administering the shots. They are assisted by a staff of nurses.

In a system resembling the smoothness of an Arrow Park assembly line, employes flowed out of two special inoculation centers—one at Arrow Park, one at the General Offices—some rubbing their arms tenderly, others with more confident grins which reassured those waiting their turn.

Eugene Seibert, assistant personnel director, credited several agencies for making the program possible. He cited the Mercy Hospital staff, the Janesville Public Health Office, the Rock County Health Department, and the Rock County Foundation for Infantile Paralysis.

Health officials advised that the first shot begins to take effect seven to 10 days after it is given. The second shot brings a sharper rise in antibodies. With two shots, authorities claim, a person should have protection against paralytic polio at least one polio season.

The third shot is perhaps the most important. It provides a booster, a longer-lasting affect.

It is hoped that the willingness and enthusiasm of Parker employes will serve as a stimulus to others throughout the city, county and state to be inoculated.

As Dr. Salk says: "Nobody can depend on his neighbor for immunity."



A Golden Rule for Business

The Parker Pen Company, notwithstanding disagreement among leading American business firms, holds the conviction that the best way to market a prestige line is via retailers who earn a set profit on goods sold to customers who receive, in turn, fair value for their purchase money. In 35 states there are Fair Trade laws which accommodate Parker's belief. In others Parker must rely on retailing's need for profit margin and traditional American standards of fair play.

When a major competitor abandoned fair trade in 1955, Parker simply reaffirmed its position in trade circles. And when a new top-line product called the 61 was introduced in September, 1956, Parker was ready with a careful retailer franchise program which read more like the Golden Rule than a legal document.

Features of the Parker franchise program include the absence of coercion, legal or otherwise, and its flexibility. The franchise allows the dealer to terminate as readily as the company, merely by giving written notice.

More than 15,000 signed franchise forms have been received by Alfred P. Diotte, assistant secretary, in just five months since its inception.

While Parker's fair trade plan has been described as an application of the Golden Rule, fair tradewise, it has not been exactly an easy road. When the firm finds a retailer in Fair Trade states selling its goods at less than listed price (usually through a complaint from another retailer) a systematic follow-up is initiated. First, the suspected price cutting outlet is visited by a representative who tries to explain

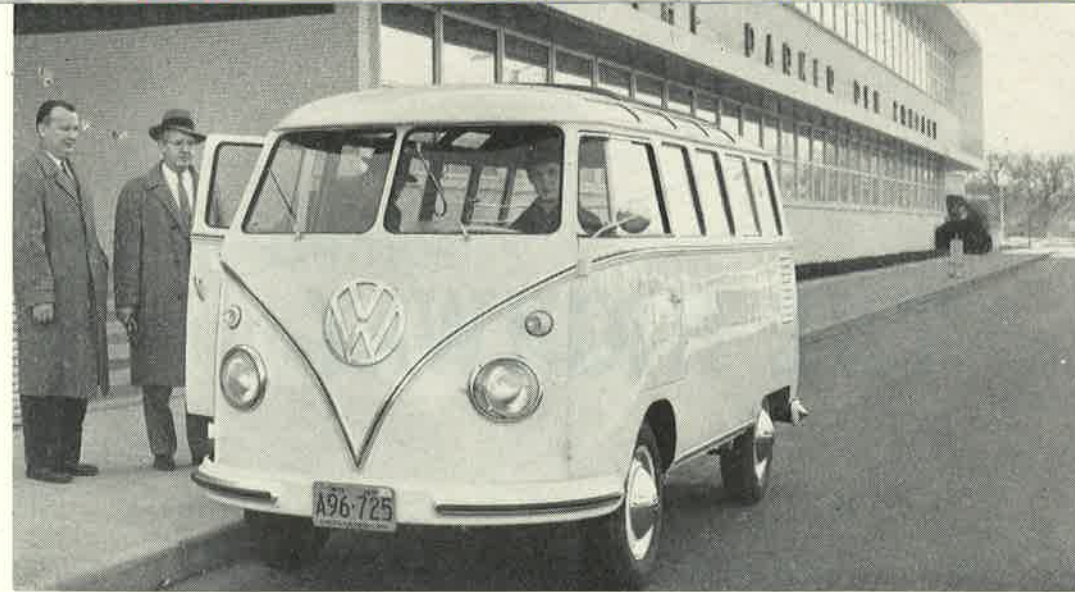
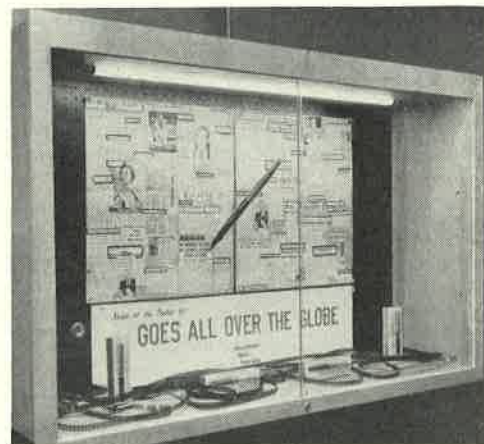
that the law is being broken, that an unfairness is being worked against the manufacturer and its other distributors. If the retailer won't desist, he gets a registered letter of warning. If he still persists in violating Parker's fair trade rights, Parker promptly takes court action.

In seven Eastern states alone, Parker instituted a total of 200 fair trade actions in the past 27 months. In 151 of these cases injunctions or submissions were obtained, while the remaining 49 cases are awaiting decision. Pending as well are 220 investigations of suspected fair trade violations.

As long as workable laws and dealer support exist, Parker will continue its fair trade program, Diotte says. It's a matter of principle and the economics of practical marketing.

Case in Point

A specially built showcase hangs on the wall inside the Division street entrance to Parker Pen's General Offices. Employees entering or leaving get a view of an ever-changing display of Parker products, new point-of-sale material, advertising and news about the company. The idea for the case was conceived by Arlene Fogg, Microfilm department.



People's Bus

A formidable vehicle of foreign make is shuttling regularly between the General Office building and Arrow Park these days. It's a bus-like version of West Germany's famed Volkswagen. Every half-hour from 8 in the morning until 3:30 in the afternoon it covers the two miles between the two arms of Parker Pen in Janesville.

Need for the bus became apparent as Product Planning staffers and others stepped up traffic between plants. Aside from convenience, an early benefit is the cutting down of personal auto traffic between the two points.

The bus itself is a compact 12 feet long, five feet wide and six and a half high. It has three seats, three ashtrays, a "No Smoking" sign, and accommodates eight passengers plus a driver.

Mrs. Florence Fredendall, Gold Nib, celebrates her birthday on Jan. 1, the same day as her grandmother's birthday, her daughter's birthday and her parent's wedding anniversary.

Advertising Avalanche

Known throughout the business world as a cagey, consistent "millionaire advertiser", Parker Pen is preparing one of its extraordinary promotional campaigns for the Spring of '57. In scope, it is described by marketing men as "the biggest Spring push ever." Actually, on paper it looks like a Christmas selling drive.

Products to be "sold" heaviest are the 61—and the fast moving, long writing Jotter ball pen.

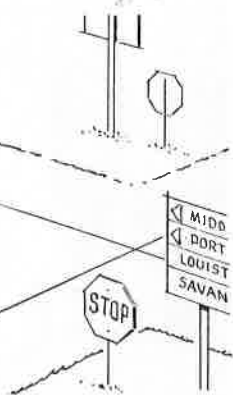
Continuing the 61 introductory "outer space" theme, plans call for full color 61 advertisements in such media as *Life*, *Post*, *Esquire*, *Holiday*, *New Yorker*, and *Newsweek*.

Meanwhile, the Jotter will be featured in the most appropriate of these big circulation books, plus *Look*, *American Weekly*, *This Week*, college newspapers and independent Sunday supplements.

In addition to all this, eight consecutive pages—the longest and most thorough paid advertisement ever devoted to writing instruments—will appear in *Coronet* magazine. It will promote the entire Parker line of products in a fashion the industry has never seen.



THE HIGHWAY



Built-In Bumps Would Improve Safety

NO. 3
OF A SERIES

“Industry’s accident problem in recent years has been shifting markedly from the plant and job site to the street and highway. In 1955, for example, worker fatalities in non-motor vehicle accidents had been reduced to 11,000. Workers killed in traffic, on the other hand, numbered more than 18,000.” That’s a statement by Harlow H. Curtice, chairman of the President’s Committee for Traffic Safety.

Facing up to this problem and doing something about stopping traffic man-slaughter is everyone’s job. And one place to begin is behind our own steering wheels.

A recent observation of the effectiveness of a residential stop sign showed that fewer than one-third of the drivers approaching it came to a full stop. This meant that two of every three persons involved gambled while in motion on entering or

crossing through arterial traffic. Two of three ignored the law and safety as well. Motorists who do not have optimum vision may for many physiological or mental reasons be ill-equipped to judge properly such an action still preferred the risk to the full stop.

This is but one case in point. Every highway is bisected by roadways and county trunks which carry stop signs at the point of entry. To an even greater extent, personal judgment here is the common denominator of safety. A full stop and a careful look around enhance the possibility of safe passage into or across the highway.

A slight miscalculation and the erring driver becomes one-half of a highway accident. The other half can be the best driver in the world—or you.

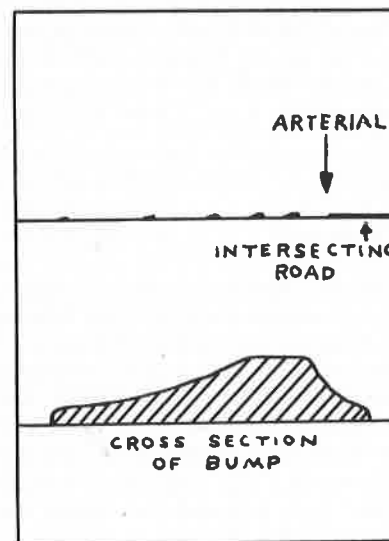
Since it is known that stop signs

are not 100 per cent effective, a road device—best described as “built-in bumps”—could make up for some of their deficiencies.

At a point well in advance of the stop sign, perhaps parallel to the

usual marker signaling a stop ahead, a low protuberance about the size of a garden hose could be set in the road surface across the line of traffic. Passing over it, the driver experiences a mild bump which can be negotiated quite smoothly at safe road speed of 40 to 45 miles per hour. At spaced intervals until the stop sign is reached, similar “bumps” in graduated size are placed.

The purpose of each would be to alert the driver and induce him to decelerate. Rather than subject himself and his car to the 20, 10, five miles per hour and full-stop bumps, the driver obeys the traffic signal and comes to a full stop. Since all of these bumps could be passed over without discomfort and the proper decelerating speeds, the full stop would be preferred and the driver’s chances of entering into or driving through arterial traffic increases.



Over the Shoulder



Officers On European Biz Trip

In early March, five officers of the company packed off for London, England, for a business visit of several weeks. They were Daniel Parker, executive vice president; Phil Hull, manufacturing vice president; Chester Holloway, product planning vice president; Earl Best, secretary-treasurer; and Alfred Diotte, assistant secretary.

Aside from conferences with officials of the English company, the group will also visit the Paris, France, installations of Parker Pen.

Increased activity in Parker's local and foreign export operations in the past few years has brought about an emphasis on such coordinative efforts. English representatives recently concluded six weeks in the U. S. and Canada visiting Janesville and Toronto plants.

Here's Parker Pen more than 40 years ago. The company was located above the Janesville Gazette at that time. John Prendergast (standing right-center in the photo), of Chicago, was an employee. He recently sent the picture to the company.

I have always said that it was George S. Parker, he wrote, "who introduced daylight saving time to the United States as he used to go to England back in those days and he asked all of his employees if we'd care to try it for a short time. We all agreed."

At School

Frank W. Matthey, vice president in charge of export sales, is in Cambridge, Mass., engaged in studies relative to the advanced management program of Harvard University. The course covers 13 weeks and a maze of subjects.

Phil Hull, vice president in charge of manufacturing, and Secretary-Treasurer Earl Best have attended the special training course within the past year.

Office Incentive Program Has New Formula

If you're one of those who is included in the Parker Office Incentive Plan, then you've probably noticed that bonus checks have been coming through more regularly over the past few months. It isn't the old imagination acting up. There's been a definite change in the program—a change for the better.

When the office incentive program was first inaugurated, a norm or Allowed Payroll was established. A precise percentage of sales was used to compute allowed payroll, which in turn determined what bonus, if any, would be paid for any one month.

The plan had one basic drawback. It failed to recognize that the major part of office payroll does not vary from month to month in direct proportion to sales. In fact, the bulk of the work has little direct relation to sales.

What was needed, it was decided, was a

plan which would make it possible to obtain a bonus in low sales months as well as in high sales months. This would recognize and reward greater efficiency, regardless of the sales volume for any particular month.

So, on Aug. 1, 1956, the Office Incentive formula was changed. Instead of computing the bonus directly through sales, a new formula was developed from the records for the calendar year 1953. This is it: Allowed Payroll is \$156,500, plus 4.72 per cent of sales.

Whenever the Allowed Payroll is more than the actual payroll, the difference is an earned bonus. From this, 25 per cent is deducted and placed in a reserve, to be used to compensate for such months when the Allowed Payroll is less or equal to the actual payroll and no bonus is earned.

The remainder is distributed 75 per cent to employees and 25 per cent to the company. At the close of the plan's year, any amount left in reserve is paid out in the same proportions.

Of course, the success of the entire program depends upon new ideas and greater efficiency from people who benefit by it.

Nurse Morrissey Retires

After almost 20 years of nursing all sorts of ills for Parker Pen employees, Mrs. Marie Morrissey retired from company service in mid-February. Replacing her is another registered nurse, Mrs. Joyce Hoy.

As an expression of admiration and friendship, the employees at Arrow Park presented Mrs. Morrissey with a portable hi-fi phonograph and another group gave her a smart piece of luggage.

Vern Jennings (obviously faking injury for the sake of the picture) received treatment during Nurse Morrissey's last day with Parker Pen.



Montor Cup Goes to Anne Naeser

Last month, Anne Naeser, supervisor of the Files, Archives and Microfilm department at Parker Pen, became the second person to receive the sterling silver Montor Cup. The presentation was made by the Parker Athletic Association in recognition of her outstanding record in athletics during 1956 as well as her past sports enthusiasm.

The Montor Cup was the gift of Gian Aurely, Parker's Singapore distributor, in commemoration of Alfred Montor, founder of his firm. Mrs. Naeser's name is engraved on one of the small shields around the base of the cup, joining that of George Babcock, recipient in 1955.

In 1956, she was a member of both the winning Women's Golf Team and the winning Women's Bowling Team. She held the lowest handicap in golf and was third on her team in bowling.

In making the presentation, Gus Utter-



berg, president of the Athletic Association cited Mrs. Naeser as one of the organizers of the Women's Golf League and a past president of that league. He also saluted her for her active participation as a member of the board of directors for the association.

To celebrate the completion of 4,000 square feet of new office and work space, the Product Planning division laid down the red carpet and had some people in. What the visitors saw at the Open House was a keenly organized crew of technicians who are working today on products and processes that embody the future of the company. Department heads explained their functions. New products, component parts of new models, and artists' visuals were shown. Product Planning vice president Chet Holloway and department heads Wilson Green, Fred Wittnebert, and Marvin Barab related the role of the division to the overall company effort. The effect was a conviction in all who saw and heard that Parker Pen could count on product leadership in the foreseeable—and even unforeseeable—future.

Look to The Future



Private Line

Janesville and Menomonie Parker plants have been joined by a new private teletype line. A similar new line also links Arrow Park with the General Offices.

The system is installed as an addition to the existing teletypes providing communication with Chicago and New York offices. These, however, are not private lines. Messages to or from either office must go through an exchange, just as a long distance telephone call.

The new private line is used to send between 60 and 100 messages and merchandise orders per week. In the picture, operator Virginia Riley "talks" to Menomonie.



Picnic Ballot

Question: What ever happened to the company picnic that we were supposed to have had last year in lieu of a party? Are we going to have one this year?

Reply: The matter of a company-wide picnic was left undecided. It was agreed, however, that Shoptalker publish a ballot to learn if employes, generally, desired such an event. That ballot is scheduled to appear in the April issue of this magazine.

Announcements

Question: Whenever there is a sizeable group of people touring the plant, why isn't it announced over the loud speakers?

Reply: Actually, it is. Recently, however, the system has been plagued by technical difficulties and these electronic bugs have from time to time prevented it.

Breathless

Question: How about opening the windows at night and morning before the employees come to work, as the whole office needs more fresh air?

Answer: Most windows in the office building are welded or bolted shut and cannot be opened. At least 25 per cent of the air circulated in the building is fresh, outside air, in accordance with state law. Changes in outside temperature will, of course, affect inside temperatures. As soon as a complaint is received concerning uncomfortable conditions, the Maintenance department takes steps to correct it.

Retired Reading

Comment: I think it would be nice if you would continue to send "Shoptalker" to retired employes. I'm sure that we are still interested in Parker news—even if we are not out here anymore.

Reply: It's been the regular policy to send Shoptalker to retired employes. If for some reason you do not receive it, drop us a note enclosing your address.

We See This Ahead

by Daniel Parker

Industries which are really alive go through periods of bouncing product evolution where change, in major measure, is the rule. The writing instrument industry serves as a valid example of this. The traditional, pull-push type of fountain pen's years of longevity can certainly be counted on half your fingers. This will be due to revolutionary new fountain pens and to solid improvements on the ball pen.

Automatic, capillary filling, and newly innovated ink shedding treatments on fountain pens, just recently brought to light, are sure to set the pace as the automatic washer did in that industry. Surely, not all washers are automatics, however; what formerly was known as the "standard" is now the "old-type" and is the standard only in reminiscence of bygone days. Such will be true of fountain pens and an easy prognosis is that traditional fountain pens will be on their way out.

Nor does it require a Nostradamus to predict the ball pen will undergo major change as well, when it's realized that no really significant product improvement has taken place in three years. Even then, the major improvement was the upgrading of ball pen quality to a stage where it could legitimately encroach on the lower priced fountain pen market. This stage of improvement embraced

also the means by which ball pens could write several times longer on a refill than was possible before. Thus, the direction was set for the ball pen to move upward in quality rather than remain in the use class of low priced pencils. And, progress it shall, along with the fountain pen.

So, our Research people have an overlapping and self-eclectic process of development in the two types of pens which theoretically would result in a single ultimate writing instrument, possessing the distinction and style and élan of the fountain pen. Certainly, it would have the superior ink characteristics of the fountain pen.

From the ball-point it would inherit utility value, the convenience that goes hand-in-hand with fast-moving modern living. It would in every way be the ultimate instrument for transcribing men's thoughts.

And, as we gain these goals, the world will certainly not look back with nostalgia about the "good old days when we used to have to push and pull things to fill our pens."

Andrews Retires



Sanna Andrews, Gold Nib department, retired Jan. 31 after more than 24 years with the company. At a farewell dinner at Krause's Town and Country, Sanna Andrews received a big package and returned a big smile to her many friends.

Elected to The Board

Recently elected to the board of directors of The Parker Pen Company were George Parker, grandson of the founder, and Carl Priest, western regional sales manager. Priest is the first board member ever to emanate from the company's sales organization.

Election to the board came almost on his 35th anniversary with Parker Pen. He recalls proudly that Parker is the first and only company he ever worked for.

Foreign Aid

When Ross Fowler, assistant export manager, heard through an Indian visitor that the Turkish flag in the Path of Nations was not correct, he wrote the Turkish embassy in Washington for a description of the nation's flag.

Mr. Altumur Kilic, press attache at the

embassy replied by sending not only a detailed description, but also a three by five foot flag, with his compliments.

Fowler reported that the gift flag has replaced the faulty one in the Path of Nations.

Scottish Raffles At Work

Scotland's best burgling circles have hit upon a new—and disturbing—fad. It involves the Parker "51" and the time-honored technique of heaving a rock through a store window, scooping up choice merchandise and running like a madman.

Several of Glasgow's largest stationers have been looted in this crash and dash fashion. And invariably, "51" pens are the objective. Now many shops are taking Parker merchandise out of windows at night and locking it in safes.

The Dundee Post reported that one shop lost \$600 worth. This good journal also commented, with typical Scot-like sagacity, that "where thieves had a choice, they went for Parker's."

It will be gone for a long, long time. This view of the 90-year-old Rock County court house building was taken from the roof

of Parker's Court Street building. Wrecking crews had already removed the roof and were gutting the interior.





A DRENCHING spray of water will smother burning clothing or still the savage eating of full-strength acid. That's why a special shower head hanging from the ceiling is a necessary part of the safety equipment in Parker Pen's chemistry laboratory. A flick of a nearby quick-action valve produces the pictured results. Lab assistant

Glenda Bates reacts to the nozzle's cold jets in a demonstration of the device, which to date, has never required emergency use.

